Getting Started with a Strategic Marketing Plan
Allied Health Training Program

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Rural Health Innovations (RHI), LLC, is a subsidiary of the National Rural Health Resource Center (The Center), a non-profit organization. Together, RHI and The Center are the nation’s leading technical assistance and knowledge centers in rural health. In partnership with The Center, RHI connects rural health organizations with innovations that enhance the health of rural communities.
Allied Health Workforce Training Marketing Cycle

Phase 1
- Planning
- Developing

Phase 2
- Enroll: Recruit Students

Phase 3
- Learning: Retain Students

Phase 4
- Intern - Practice: Recruit, Retain Preceptors

Phase 5
- Recruit, Retain a Work-Ready Workforce
Allied Health Training Service

• Student didactic and practicum training
  ▪ With the result of a work-ready workforce
What is Marketing?

Marketing is the activity and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large.

-American Marketing Association
The 4 P’s of Marketing

• Product
  ◦ Didactic + Practicum
  ◦ Certificate, Degree

• Price
  ◦ Tuition, Scholarships
  ◦ In-kind time, resources, space
The 4 P’s of Marketing

• Place
  ◦ Vocational/technical institutions
  ◦ Online, in-person
  ◦ Health care facilities for internships

• Promotion
  ◦ Public relations
  ◦ Branding
  ◦ Social media
The Strategic Marketing Plan

What is it?
Elements of a Strategic Marketing Plan

1. Project mission, values and vision
2. Environmental scan and analysis
3. Define the target market(s)
4. Competitive analysis
5. Value proposition
6. Historical scan of marketing activities
7. Strategic marketing objectives
Define the Target Market

• Who do you serve?
  ◦ Students
  ◦ Preceptor organizations
  ◦ Hiring organizations

• How well do you know them?
Application Activity 3: Define Target Market

• Who are the students that will enroll in your program?
  ◦ What do you know about them?

• Who are the preceptor organizations?
  ◦ What do you know about them?

• Who will hire the newly trained workforce?
  ◦ What do you know about them?
Competitive Analysis

- Who provides benefits similar to yours?
- What issues or situations distract students from participating in your training program?

Purpose:
- Gain insight on your customers
- Help you learn from others and support innovation
- Allows you to be proactive against future competitors
Application Activity 4: Competitive Analysis

For each competitor, list their:

- Services
- Strengths and weaknesses
- Marketing activities

Then write an overall assessment for each competitor: e.g. insights you gain about your students and/or practices you can learn from.
Competitive Advantage

What aspects of your Allied Health training program differentiates you from competing programs?
Value Proposition

• What value do you provide to your target market?

Articulating the value you provide to:
• Students
• Preceptor Organizations
• Workforce Hiring Organizations
Application Activity 5: Value Proposition

• What is your competitive advantage; what sets you apart from your competition?
• What value do you provide to:
  o Students
  o Preceptor Organizations
  o Workforce Hiring Organizations
Promotion Activities: Historical and Current

• What have you done in the past?
• What are you currently doing?
• How effective have your efforts been?
Application Activity 6: Promotion Activities Scan

- Who is your audience?
- What have you done or what are you doing?
- Where, what, and how often?
- What is the goal of the activity(s)?
- What is the cost of the activity(s)?
- Are the activities effective?
What are the key marketing objectives that will guide your organization or project toward its vision?

Tips and Suggestions:
• Don’t do this planning alone. Include your staff and key stakeholder groups.
• Use the 4 P’s of Marketing to guide your thinking.
• Be SMART with your objectives.
Elements of a Strategic Marketing Plan:
1. Project Mission, Values and Vision
2. Environmental Scan and Analysis
3. Define Target Market(s)
4. Competitive Analysis
5. Value Proposition
6. Historical Scan of Marketing Activities
7. Strategic Marketing Objectives
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